

Figure 1

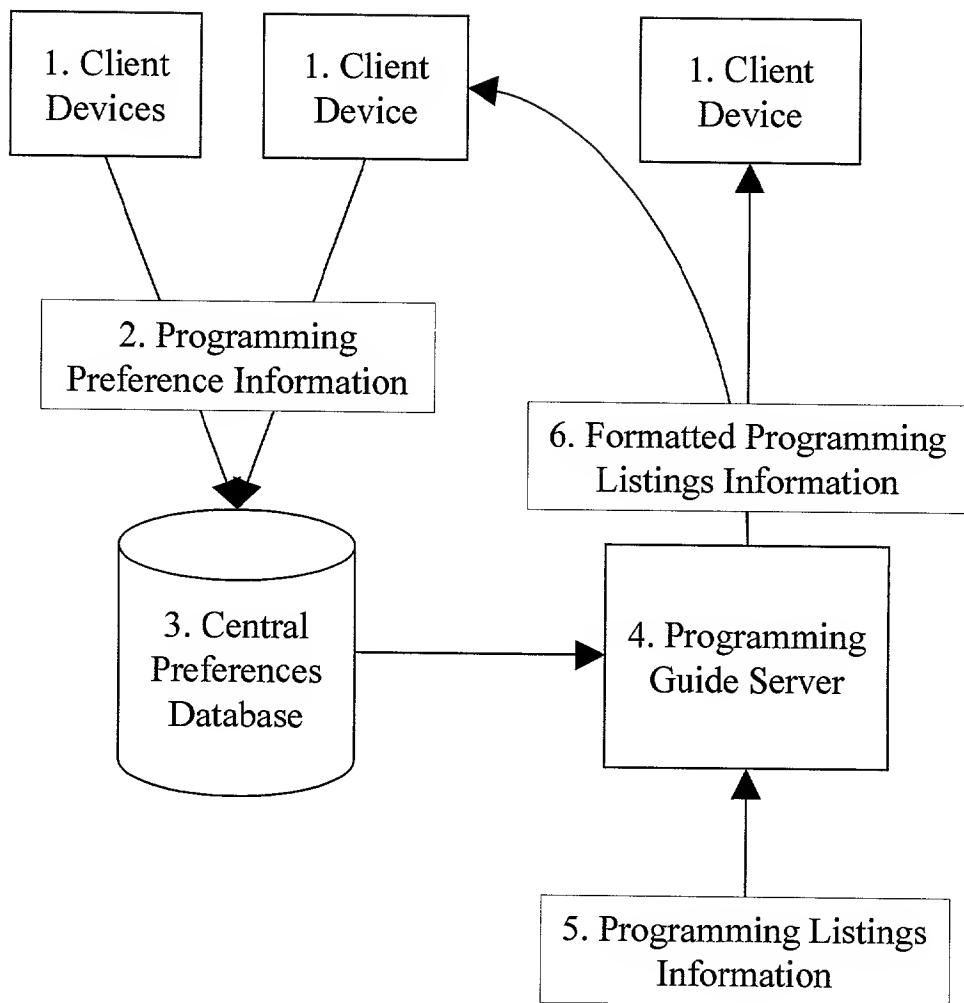


Figure 2

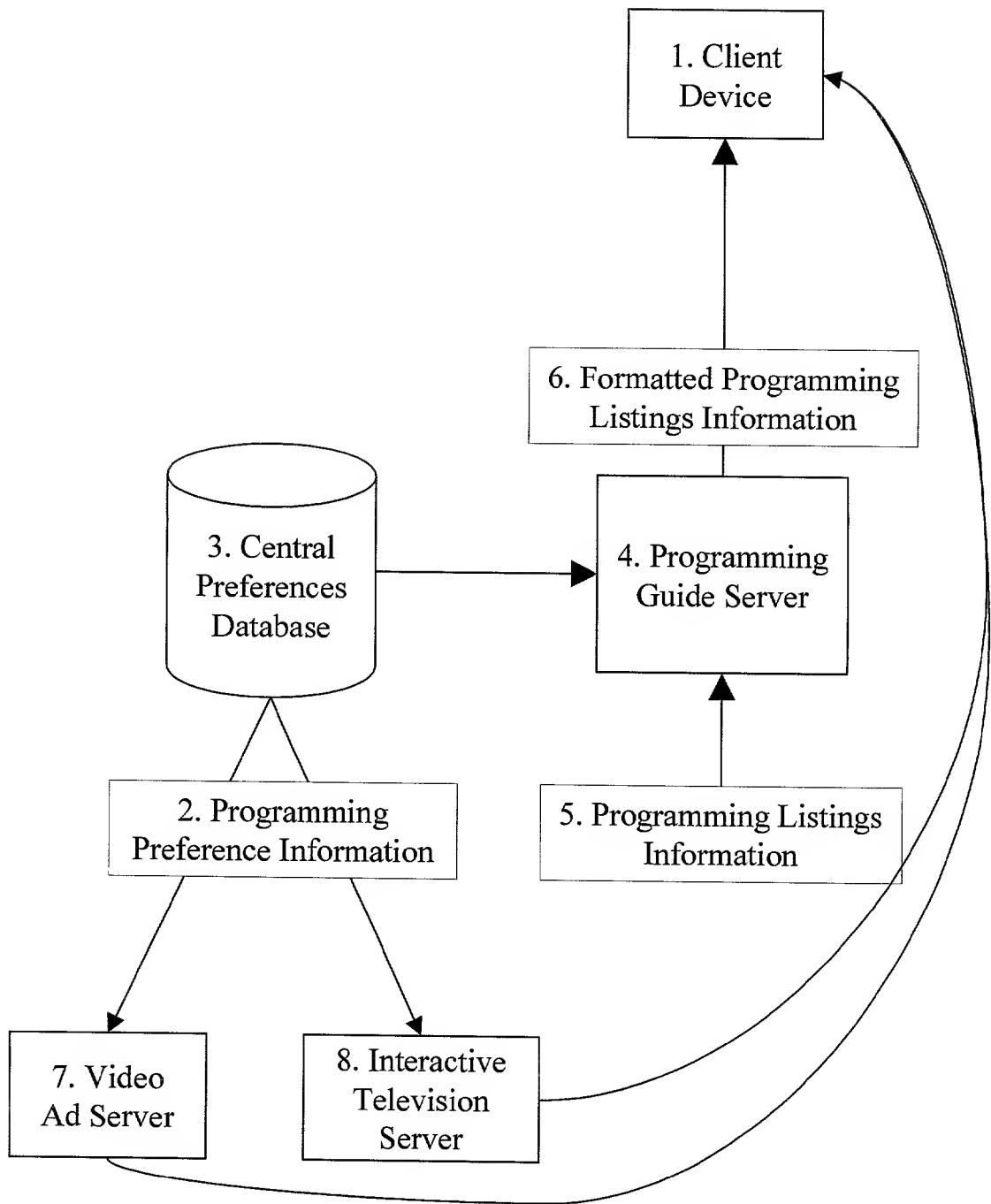


Figure 3

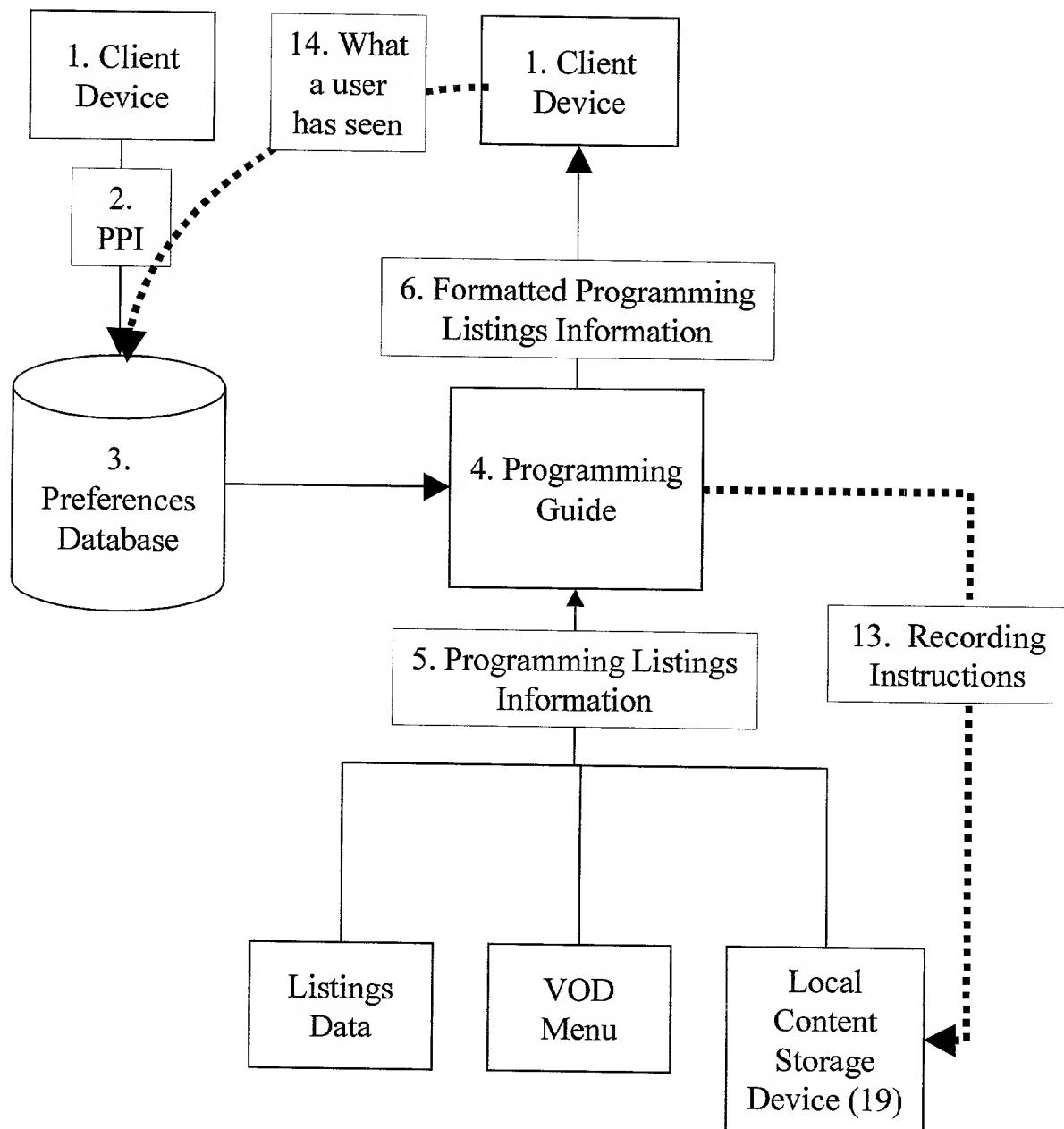


Figure 4

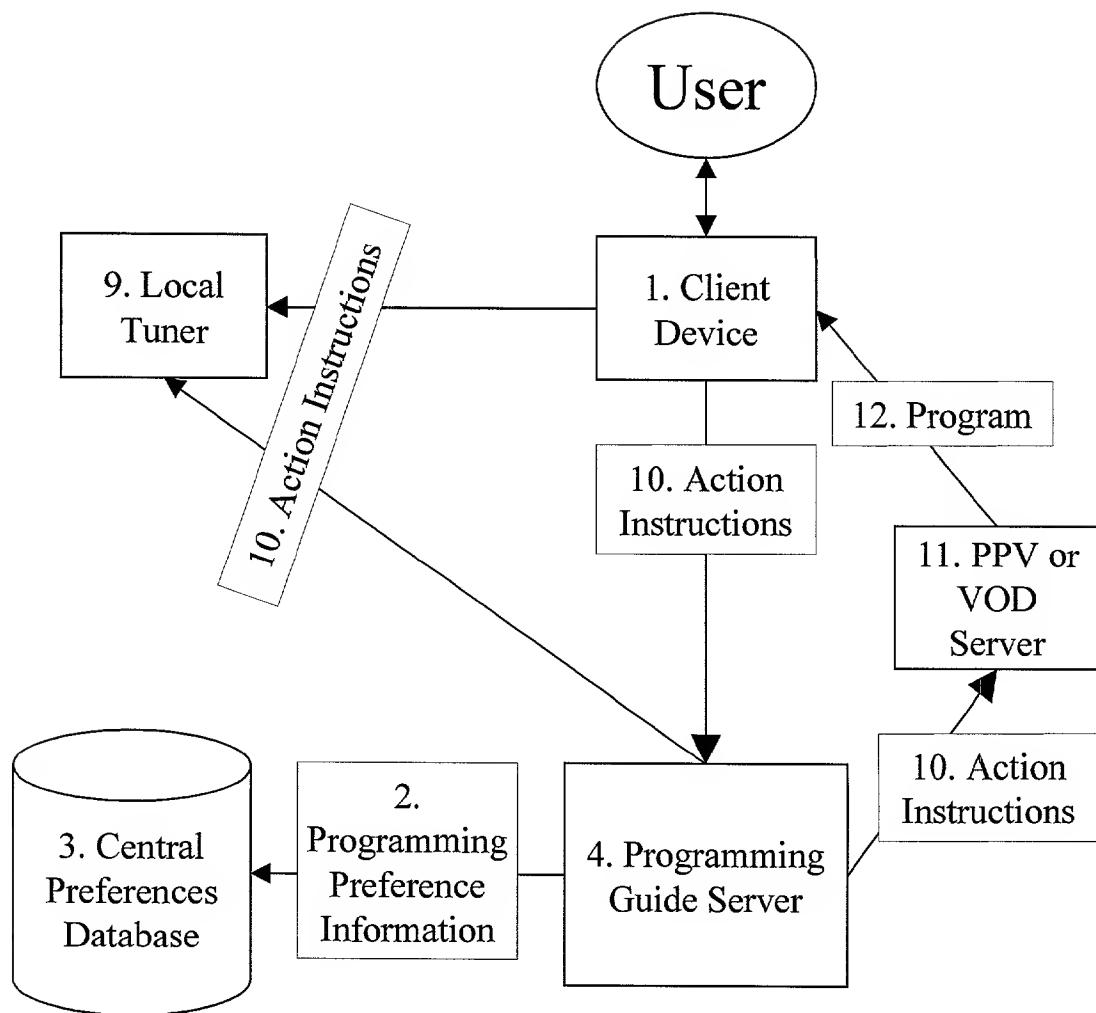


Figure 5

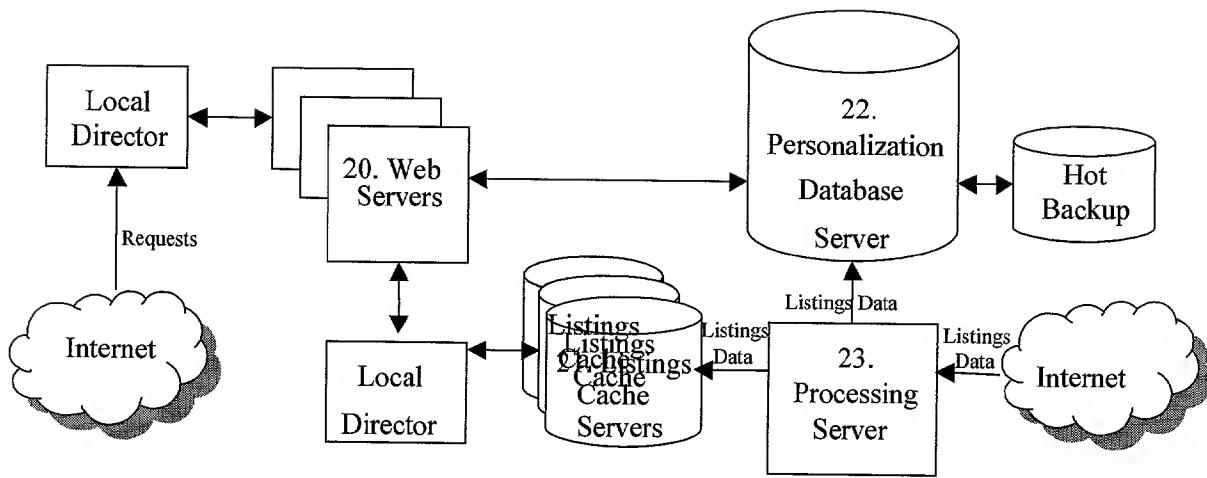


Figure 6

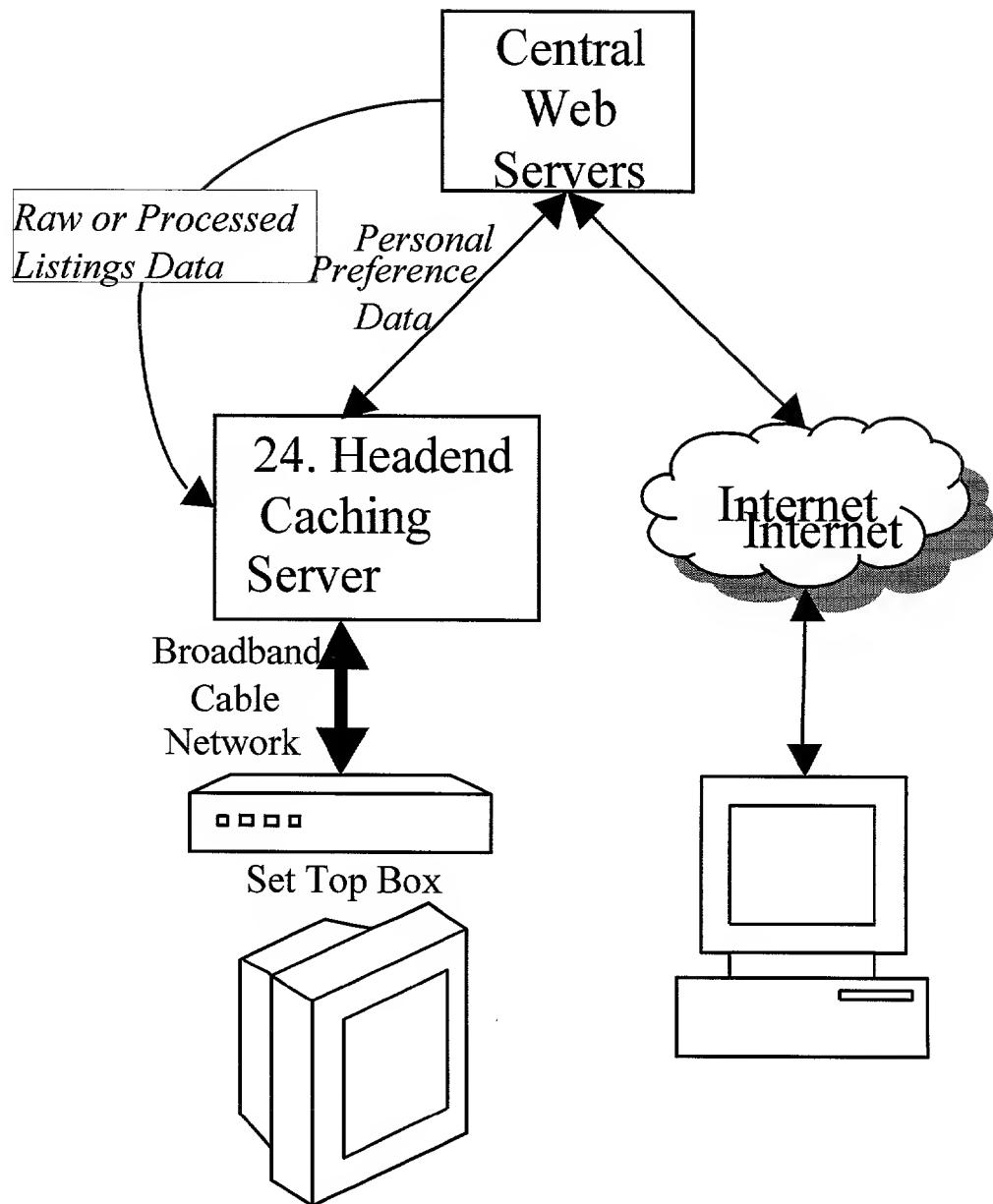


Figure 7

		7:30	8:00	8:30	9:00	9:30
1	Rugrats <u>Nick</u>		7 Days <u>UPN</u>		Drew Carey <u>ABC</u>	DAG <u>NBC</u>
2	MASH <u>FX</u>	Michael Richards <u>NBC</u>	Titus <u>Fox</u>		Angel <u>WB</u>	
3	Fresh Prince <u>TBS</u>	Buffy the Vampire Slayer <u>WB</u>		60 Minutes II <u>CBS</u>		
4	Jeopardy! <u>NBC</u>			Love Jones <u>UPN</u>		
5		My Date Presidents Daughter <u>Disney</u>		Gilligan's Isle <u>Nick</u>	Action <u>FX</u>	
6		Talk Soup <u>E!</u>		Blade Runner <u>USA</u>		

Figure 8

Figure 9

Earlier	8:00 pm	8:30 pm	9:00 pm	9:30 pm	10:00 pm	10:30 pm	Later
You have 15 Program Filters personalizing your Best Bets grid. Add or Edit Program Filters.							

Figure 10

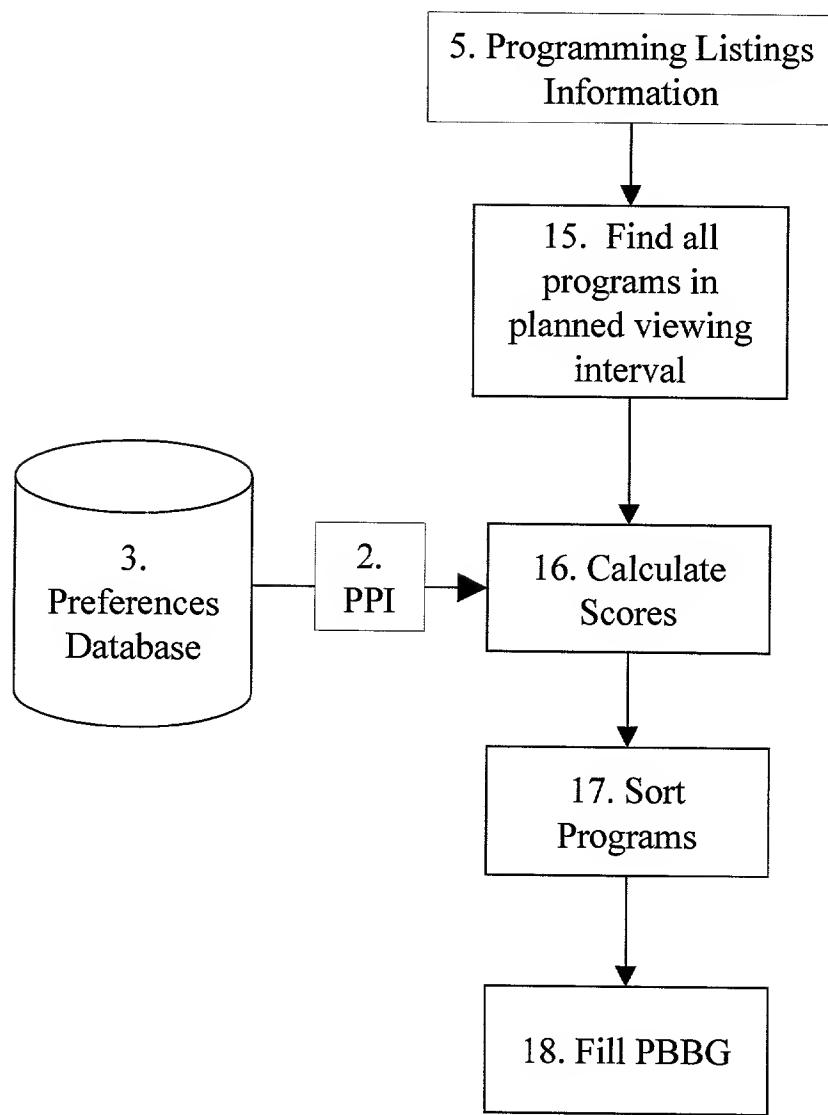


Figure 11

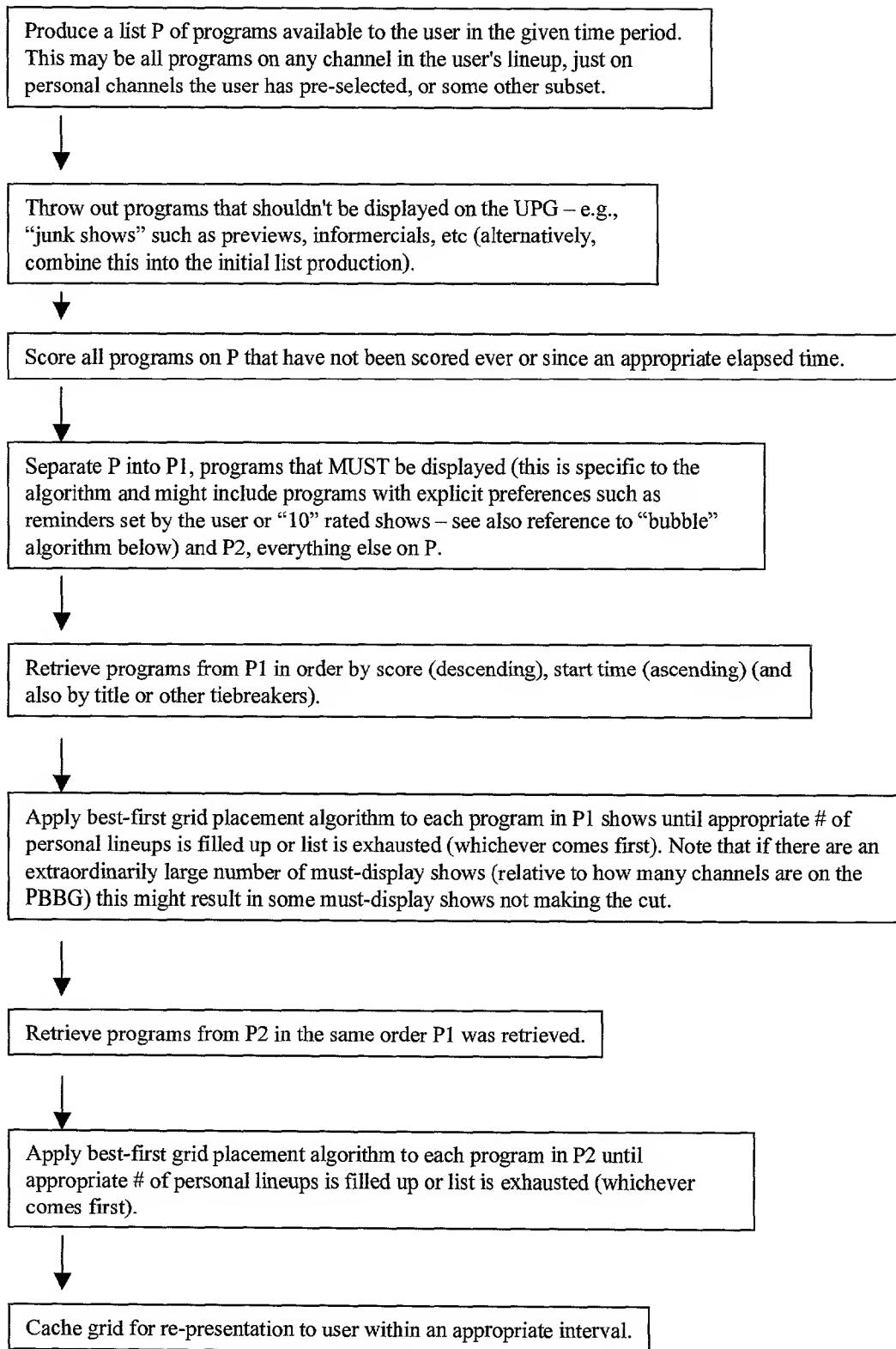


Figure 12 A

Preference Information		
	Explicit	Implicit
Web	<ul style="list-style-type: none">• Searches, including saved Personal Searches• Show ratings	<ul style="list-style-type: none">• Reminder, recording, and PPV ordering requests• Grid viewing and show information requests
Set-Top Box		<ul style="list-style-type: none">• Show viewing and channel changing

Figure 12B

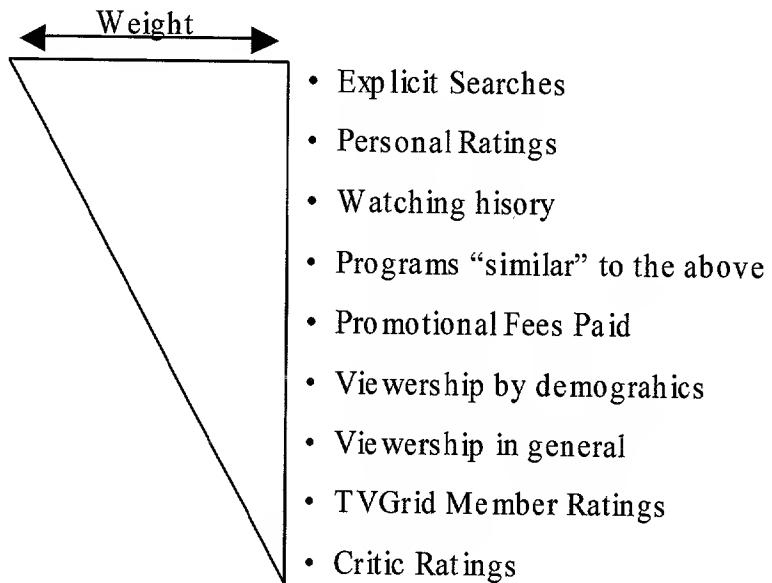


Figure 13

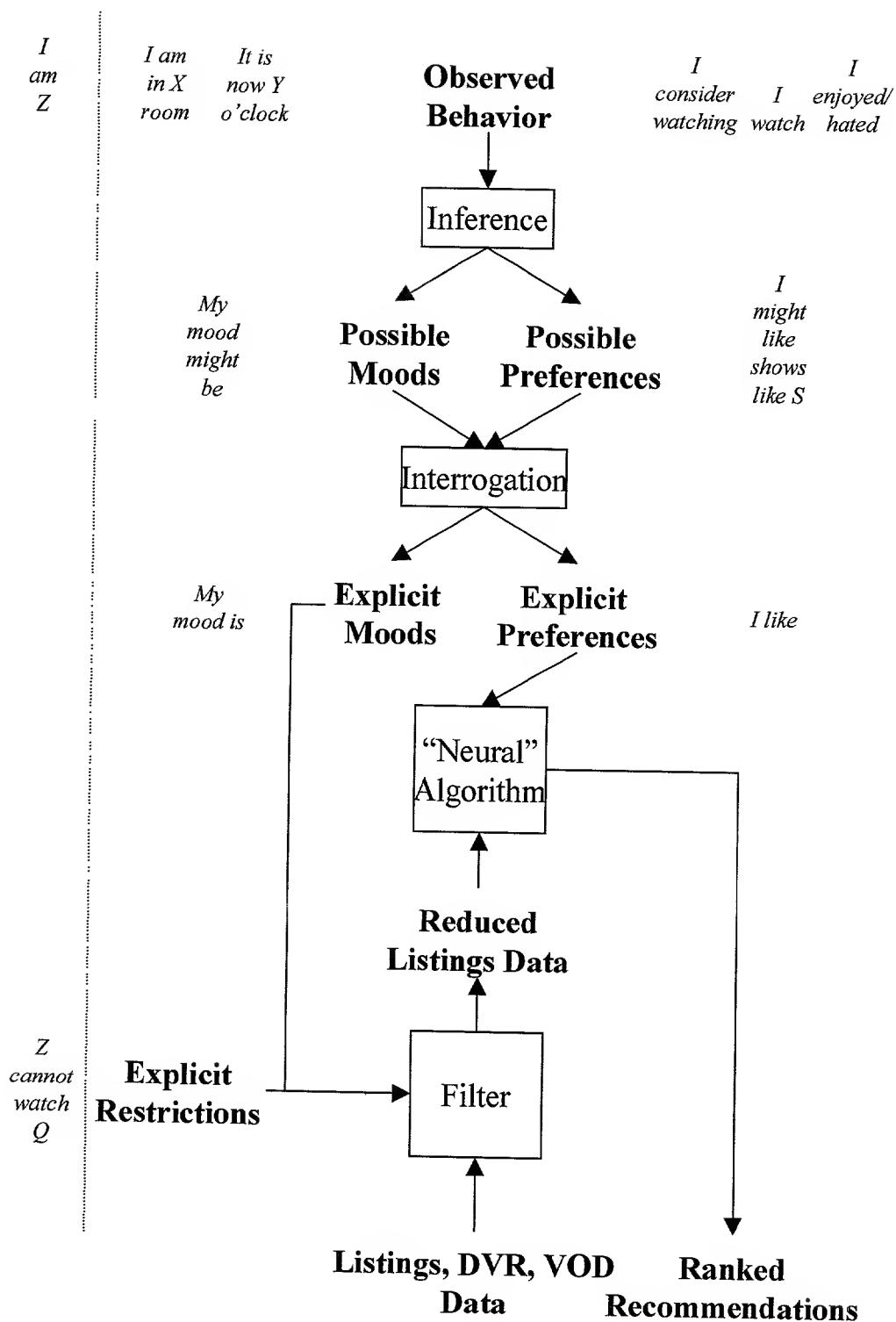


Figure 14

Influence Bucket	Include / Exclude	Influence
High		Rate on web/set top box
High		Seen list and rating relationships (series, other)
High		Show criteria: new
High	I	1-off reminder
High	I	Buy PPV
Medium		Episode -> series and other relationships
Medium	E	Add to seenlist unrated
Medium	I	Record
Medium	I?	program matches personal search result
Low		3 rd party aggregate ratings
Low		Aggregate rating
Low		Partner-supplied ratings
Low (dep. on \$)	I?	Fees paid to the System for higher rankings